



New STEVE CHABOT

Revision #: 0 Date: 10/17/2012

Client: OH - CD1 STEVE CHABOT 2012
 Media: TV
 Product: OH CD1
 Market: Cincinnati

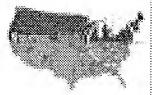
Estimate: 2968
 Description: OH CD1 STEVE CHABOT OCT 17-OCT 27 TV
 Flight Start Date: 10/17/12 5:00:00 AM
 Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

WKRC 410%.

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	10/17 10/18 10/19 10/20 10/21 10/22 10/23 10/24 10/25 10/26 10/27										Total Spots	
						Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
WKRC-TV																	
14	MTuWThF 6:00a-6:30a	P3 EM	\$325.00	\$276.25	30	1	1	1	0	0	1	1	1	1	1	0	8
15	MTuWThF 6:30a-7:00a	P3 EM	\$325.00	\$276.25	30	1	0	0	0	0	0	1	0	1	0	0	3
16	Sa 7:00a-8:00a LOCAL12NW-SA 7	P3 WK	\$150.00	\$127.50	30	0	0	1	0	0	0	0	0	0	1	0	2
17	Su 10:00a-10:30a SUNDAY MRN-CBS	P3 WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	0	0	0	0	1
18	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	P3 EN	\$600.00	\$510.00	30	1	1	0	0	0	0	0	0	0	0	0	2
19	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	P3 EN	\$650.00	\$552.50	30	1	1	1	0	0	1	1	1	1	1	0	8
20	MTuWThF 11:00p-11:35p LATE NEWS	LN P3	\$1,100.00	\$935.00	30	1	1	1	0	0	1	1	1	1	1	0	8
21	Sa 11:00p-11:35p LATE NEWS	LN P3	\$1,100.00	\$935.00	30	0	0	0	1	0	0	0	0	0	0	1	2
22	Su 11:00p-11:35p LATE NEWS	LN P3	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	0	0	0	0	1
						Total Spots: 5 4 4 1 2 3 4 3 4 4 4 1										35	
						Total Cost: \$22,825.00 \$19,401.25											
						Total OCT 12 \$22,825.00 \$19,401.25										35	



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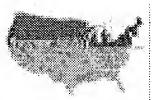
Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots
					Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	

WKRC-TV

Signature: _____

Disclaimer:



Summary by Station/System

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	35	\$22,825.00	100%	\$19,401.25	100%
Market Total:	35	\$22,825.00		\$19,401.25	

LOCAL 12

Orders	Order / Rev:	66781
	Alt Order #:	
	Product Desc:	2968
	Estimate:	2968
	Flight Dates:	10/18/12 - 10/27/12
	Original Date / Rev:	10/17/12 / 10/17/12
	Order Type:	GENERAL
Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Advertiser	Name: Chabot for Congress
Demographic:	HH
Product Codes:	US Congress
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan					Totals			
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount
10/01/12	10/27/12	35	\$22,825.00	\$19,401.25	October 2012	35	\$22,825.00	\$19,401.25
					Totals	35	\$22,825.00	\$19,401.25

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM	LSM		Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$22,825.00
Market	100%	\$55,670.73

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	19%	\$10,577.44
WLWT	20%	\$11,134.15
WSTR	10%	\$5,567.07
WXXIX	10%	\$5,567.07

